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26 July 1951

MEMORANDUM FOR: Director of Training

SUBJECT: Film presentations by Graphics Register

REFERENCE: Management Advisor's memorandum to DD/A,
same subject, dated 22 June 1951

1. Reference correctly states that average attendance at the film showings is small, though it reports on only a portion of the films shown during the period of its investigation. A complete list of all films shown during June is attached hereto as Enclosure A.

2. Reference concludes, from the fact that average attendance is small, that the Agency's film program needs to be reexamined. Surely this conclusion is open to question, for it is certain that the same conclusion would have been forthcoming if the findings had been totally different. If we had found that large numbers of paid employees were attending film showings during working hours we would have concluded, without doubt, that there was need for investigation.

3. Figures for average attendance are not particularly significant, for they don't tell us what we want to know. What we really want to know is this:

First: Are the films contributing anything of value to our intelligence effort?

Second: Are the films, when shown, being seen by people who have legitimate need to see them or are they a boondoggle, attended by people who might better be at their desks?

Third: Is the cost of the operation commensurate with the benefits received?

4. Value

The best measure of value is the extent to which the films meet the requirements of the CIA offices or IAC agencies to whom they are shown. To make certain that the films do meet these requirements, the Register follows a rigid policy of showing no film except for one of two reasons: either (1) the particular film has been specifically requested by one of the CIA offices or IAC agencies, or (2) the particular film appears to meet a standing requirement received from one of the CIA offices or IAC agencies. In the latter case, the film is generally shown to one or two people from the office or agency

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concerned before it is shown to any larger audience, thus leaving the decision as to the film's value with the office or agency itself. This policy is designed to ensure that no film is shown which is not of value.

5. A t t e n d a n c e

The policy outlined above has the effect of holding average attendance to a low figure, for many films may be shown to one or two people without ever being shown to larger audiences. The decision as to how many and which employees shall see a given film rests with the CIA office or IAC agency which has asked for the film. When a film of general interest is put on at the request of one office or agency, it is usual to notify other offices or agencies of the showing so that they may, if they wish, send people to the same showing.

The following figures, derived from Enclosure A, are pertinent:

Number of films shown in June	Size of Audience
60	1 - 10
13	11 - 20
4	21 - 50
5	51 - 100
2	101 - x

The two large showings were (1) Tito, Our Ally, which was shown to 110 reserve officers after working hours, and (2) Decision before Dawn, which was shown (upon specific request) to 101 personnel of the covert offices. The latter, to be released in September by 20th Century Fox, was filmed entirely in Germany. Its central theme is the doings of three mythical OSS agents, and it devotes much footage to espionage, defections, and motivations. (I'm told that the script for this film was cleared by CIA before it was put into production.)

All five of the showings to audiences of 51-100 were the same film, Security of Information, shown to new employees as part of their initial indoctrination.

The character of the other films shown may be judged from the titles given in Enclosure A.

6. C o s t

Cost of the operation in fiscal 1951 was approximately \$63,000; of which \$36,000 was for salaries and \$27,000 for procurement and rental of films, equipment, travel, and the like.

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In the current fiscal year the cost will be higher, as the staff of the Film Branch has been increased from 10 to a total of 13, and as several of the Defense laboratories which have been giving us free service begin to show signs of feeling that volume is reaching a level at which CIA should pay for what it gets.

It is due to the indexing system developed by the Register, and to the devotion and energy of its small staff, that we have been able to get so much of value for so small an outlay. The following is quoted from a recent memorandum, unsolicited but very welcome, received from the Assistant Director, Policy Coordination:

"A member of the [REDACTED] Special Projects, OPC, has reported excellent results from the system of filing and indexing films in Graphics Register. This OPC Intelligence Officer states that 'quick and highly satisfactory and complete analysis' of large masses of film material was made possible by the indexing system in use in the Register office. In view of this report the [REDACTED] Branch wishes to go on record as highly appreciative of the efficient cooperation shown by Mr. [REDACTED] and their staff in furthering a current [REDACTED] project involving film."

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[REDACTED]
James M. Andrews
Assistant Director
Collection & Dissemination

Enclosure

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